information transmission from an origination transmitter station; at least one signal generator for embedding data in said one of a broadcast and a cablecast information transmission; at least one transmitter for transmitting said one of a broadcast and a cablecast information transmission; and at least one of a processor, a controller, and a computer for controlling one of 1) the communication of one of a broadcast and a cablecast information transmission to and 2) the embedding of information at said signal generator, comprising the steps of:

(1) receiving said one of a broadcast and a cablecast information transmission at said origination transmitter station;

(2) generating an instruct-to-embed signal effective to cause said one of a broadcast and a cablecast transmitter station to cease embedding one of first data and a first control signal, and embed one of second data and a second control signal in said broadcast or cablecast information transmission; and

(3) transmitting said one of a broadcast and a cablecast information transmission and said instruct-to-embed signal.

4. (Twice Amended) A method of controlling the transmission of one of data and control signals by one of a remote broadcast and a remote cablecast transmitter station, said one of a remote broadcast and a remote cablecast transmitter station comprising at least one receiver for receiving information from an origination transmitter station; at least one signal generator for embedding a unit of data in information to be transmitted; at least one transmitter for transmitting one of a broadcast and a cablecast information transmission; and at least one of a processor, a controller, and a computer for controlling one of the communication of information to and the embedding of information at said signal generator, comprising the steps of:

(1) receiving said information to be transmitted;

(2) receiving an instruct signal which is effective to one of:

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